

**FOR IMMEDIATE RELEASE**

**BLUE RIDGE SPIRITS AND WINE MARKETING PARTNERS WITH KINDRED SPIRITS**

**January 9, 2017**, Atlanta, GA – Blue Ridge Spirits and Wine Marketing celebrates a partnership with Kindred Spirits, USA importer of Martin Miller’s Gin.

Blue Ridge Spirits and Wine Marketing will be the exclusive U.S sales and marketing agent for Martin Miller’s Gin effective January 1, 2017. Of the partnership, Blue Ridge Spirits’ CEO, Carlos Carreras states, “We are excited to partner with Kindred Spirits and are proud to represent such a well-crafted spirit that complements our unique and innovative portfolio.” Blue Ridge Spirits and Wine Marketing has generated strong growth since its founding in 2015, with sales of its’ brands surpassing 100,000 cases in 2016, and continues to broaden their portfolio with the inclusion of Martin Miller’s Gin, the only imported gin in their portfolio.

Independently owned, Martin Miller’s Gin was the first super premium gin on the market. The brand officially launched in 1999. Founders, Martin Miller, David Bromige and Andreas Versteegh created the product after a gin drinking session, realizing great potential for the gin category. They set out to create “the perfect gin without any compromises on quality.”

Today, Martin Miller’s Gin consists of three expressions, the Original Martin Miller’s Gin (SRP: \$27), Westbourne Strength (SRP: \$36) and 9 Moons (SRP: \$49). Jacob Ehrenkrona, CEO of Martin Miller’s Gin comments, “We are proud to be working in partnership with Blue Ridge to replicate the global success of Martin Miller’s Gin in the USA, as the leading independent premium gin and continue to be at the forefront of the gin renaissance.”

Since its launch, Martin Miller's Gin has consistently won top awards for excellence from the world's leading blind tasting institutions, making it the world's most-awarded quality gin. The brand has won more gold and platinum medals than any other gin in the last ten years at respected competitions including; ISC, IWSC and San Francisco World Spirits Competition. Martin Miller's Gin has also been awarded the highly prestigious Superlative Award by the U.S. Beverage Tasting Institute, scoring 97 points on multiple occasions, the only gin to have done so.

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**About Blue Ridge Spirits and Wine Marketing**

Blue Ridge Spirits and Wine Marketing (BRSWM) is an American, premium-spirits sales and marketing company that focuses primarily on premium spirit brands. We provide crucial sales support, key industry relationships

and superior branding expertise for all our brands and partners. We believe the secret to cultivating world-class products starts with quality ingredients. BRSWM aims to grow brands that maximize productivity without sacrificing quality. To learn more about BRSWM please call (404) 978-9737 or visit [www.blueridgespirits.com](http://www.blueridgespirits.com).

#### **About Martin Miller's Gin:**

Martin Miller's Gin is an independently owned brand and was the first super premium gin on the market. Founders Martin Miller, David Bromige and Andreas Versteegh, created the product after a gin drinking session which left much to be desired. After sipping several tepid G&T's filled with limp slices of lemon, the trio soon embarked on their journey to create the finest gin on the market and it wasn't long before they succeeded.

In 1999, made with the purest Icelandic water and botanicals sourced from wherever the best crop is found, Martin Miller's Gin launched its first batch of remarkable gin. Martin Miller's experimented with a unique distillation method, splitting the process into two separate distillations. They found the best combination was to first distil the juniper and the 'earthier' botanicals along with the dried lime peel. Then, distil the citrus peels separately, combining both distillates later. This, they found, gave the gin a much better balance between the signature notes of juniper, essential to any good gin, and the bright, refreshing notes of citrus. Blending with the purest Icelandic water, an exclusive attribute to Martin Miller's Gin, creates the gin's distinctive, gentle bouquet and silky soft mouth feel.

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